



The Antitrust and Unfair Competition Law Section of the
State Bar of California presents...

Cutting Edge Issues in Unfair Competition Law – What You Must Know

If you can only attend one CLE on 17200...This is it!

Friday, May 9, 2003

9:00 a.m. - 12:30 p.m.

Omni Hotel, San Francisco

500 California Street @ Montgomery

Earn 3 Hours MCLE

\$90 Members/\$125 Non-members

(Your \$125 fee includes the remaining 2003 Antitrust
and Unfair Competition Law Section membership.)

Federal, State and Local Government Employees receive
FREE registration

(Includes remainder of 2003 membership in the
Antitrust and Unfair Competition Law Section)

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PANELS INCLUDE:

Key Legal Issues and Leading Cases

Some of the top practitioners in the State will discuss cutting edge issues under the UCL including current case law, enforcement activities and the intersection of private and public prosecution of UCL claims. The panel will focus on bringing as well as defending UCL claims, coordinating efforts with public agencies and enforcement officials, and taking the UCL case from inception through trial.

- Marc Seltzer, a partner of Susman Godfrey LLP and a member of the firm's Executive Committee. He joined the firm in February 1998, and became resident head of the new Los Angeles Office. He has concentrated his practice in the prosecution and defense of complex business law cases, with a strong emphasis on antitrust, securities, and corporate and financial institution law.
- Tom Papageorge, currently Head Deputy District Attorney, supervising the Consumer Protection and Antitrust Division of the Los Angeles District Attorney's Office. His criminal and civil prosecution experience includes 5 years as staff attorney, and then Regional Director of the Los Angeles office of the Federal Trade Commission, followed by 15 years as chief of the Antitrust Section and the Consumer Protection Division in the District Attorney's Office.

- David Balabanian, a partner of Bingham McCutchen with over 30 years of complex commercial litigation experience. Mr. Balabanian has been the lead attorney for this firm in many major antitrust and unfair competition cases. Most of these cases presented intersections between unfair competition law and other substantive areas such as enforcement, intellectual property rights, and mergers and acquisitions. Mr. Balabanian has been a frequent speaker on these topics.

Managing the Complex 17200 Case

Three members of the judiciary, each of whom have enormous experience as the head of their court's complex litigation program, will discuss practical ideas about how a UCL case should be handled from filing through trial. These distinguished jurists will provide insight into the difficulties in handling a major UCL case, how the attorneys on the case should self-manage the case, how to conduct a trial of a UCL case as well as management issues related to Coordination Proceedings and class actions.

- Presiding Justice Conrad L. Rushing, California Sixth District Court of Appeal, who also served as a Santa Clara Superior Court Judge for 24 years where he was Presiding Judge and the designated Complex Civil Litigation Judge.
- Associate Justice Stuart R. Pollak, California First District Court of Appeal, who also served as a San Francisco Superior Court Judge for 20 years where he was Law and Motion Judge as well as the designated Complex Civil Litigation Judge.
- Hon. Ronald M. Sabraw, Alameda County Superior Court, who has served as a Superior Judge for 14 years, and is currently serving as his Court's designated Complex Civil Litigation Judge.

All three members have had extensive experience with UCL claims, managing those claims in their complex programs, and have presided over important UCL trials.

Current Legislative Perspectives

A panel of officials who are at the center of the current 17200 debate will discuss efforts to revise the law, the attributes of 17200 cases which have given rise to the call for such revisions and how these revisions may impact the original legislative intent behind 17200. This unique panel will bring together divergent viewpoints on the use, and or abuse, of UCL law, and perspectives on where the Legislature is headed in the future.

- Senator Sheila James Keuhl, now in her first legislative term in the California State Senate after serving for 6 years in the State Assembly. During the 1997-98 legislative session, she was the first woman in California history to be named Speaker *pro tempore* of the Assembly.
- Herschel Elkins, Senior Assistant Attorney General, Consumer Law Section of the California Attorney General's Office, who was awarded the 2002 Public Lawyer of the Year Award by the State Bar of California. The most senior attorney and the longest serving employee in the Attorney General's Office, Mr. Elkins has devoted nearly his entire 45-year career to public service and the betterment of consumer protection in California.

The program moderator will be Bruce L. Simon, a partner of Cotchett, Pitre, Simon & McCarthy. Mr. Simon is also an executive committee member and program chair of the Antitrust and Unfair Competition Law Section of the State Bar of California.

Program materials will prove to be a valuable resource for anybody who is involved in UCL cases and legislative activities. The materials will include leading cases, the latest updates on where UCL cases stand in the appellate system, briefs, case management tools, complex litigation rules, orders, trial pleadings, and the most current versions of legislative as well as judicial efforts to curb misuse of 17200. These materials will be a unique and up to the minute guide to the future in UCL litigation.

REGISTRATION FORM

The Antitrust and Unfair Competition Law Section Cutting Edge Issues in Unfair Competition Law – What You Must Know

Friday, May 9, 2003 – 9:00 a.m. - 12:30 p.m. – Omni Hotel, San Francisco

Note: One registrant per form. Photocopies may be used.

Name: _____ Bar #: _____

Firm: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

REGISTRATION FEE:

Section Members: \$ 90.00 prepaid.

Non-Section Members: \$125.00

(Fee includes remaining 2003 Antitrust and
Unfair Competition Law Section membership.)

On-site registration: \$125.00, on a space-available basis.

Federal, State or Local Government Employee (Registration FREE)

(Includes remainder of 2003 membership in the
Antitrust and Unfair Competition Law Section)

Written materials only (includes shipping and handling) \$ 50.00

Deadline: Registration form and check or credit card information must be received by April 22.

Mail to: Program Registrations, The State Bar of California, 180 Howard Street,
San Francisco, CA 94105-1639.

Make Checks payable to: The State Bar of California.

Fax to: Program Registrations at 415.538.2368.

Credit card information is mandatory with faxed registration.

Questions: For registration information, please call 415.538.2508.

For program content and/or Section information, please call 415.538.2554.

For special assistance, call 415.538.2554 or TDD for speech and hearing impaired,
please call 415.538.2231.

AMOUNT ENCLOSED OR TO BE CHARGED: \$ _____

CREDIT CARD INFORMATION: (VISA/MASTERCARD ONLY)

We authorize the State Bar of California to charge my/our program registration to my/our
VISA/MasterCard Account. (No other credit card will be accepted.)

Account Number: _____ Exp Date: _____

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Cardholders Signature: _____

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State Bar of California approved MCLE provider.*